

We claim:

1. A water toy comprising:
  - an at least partially submersible battery-powered fluid pump;
  - a themed amusement assembly, the amusement assembly including (1) at least one spout out of which water streams when the toy is in operation; and (2) at least one character removably mounted over the at least one spout, wherein water appears to stream from the character when the toy is in operation; and
  - a fluid conduit connecting the fluid pump and the amusement assembly.
2. The water toy of claim 1, wherein the amusement assembly comprises a faceplate assembly, the faceplate assembly being adapted for being removably secured to generally vertical surface.
3. The water toy of claim 1, wherein the amusement assembly comprises a fanciful structure adapted to couple with a top portion of the pump.
4. The water toy of claim 3, wherein the fanciful structure comprises representations of one of the following list: a pirate ship; a volcano; a desert island; a boat adapted to receive dolls therein; a whale; and dolphin.
5. The water toy of claim 1, wherein the amusement assembly further includes a conically shaped mount corresponding to a conically shaped depression in the at least one character, the conically-shaped depression being adapted to be securely received over the conically-shaped mount.
6. The water toy of claim 1, wherein the at least one spout comprises two or more spouts.
7. The water toy of claim 6, wherein a first spout of the two or more spouts has a first nozzle, and a second spout of the two or more spouts has a second nozzle, and wherein

the spray pattern of water flowing from the first nozzle is different from the spray pattern of water flowing from the second nozzle when the toy is in operation.

8. The water toy of claim 1, wherein the pump further comprises one or more suction cups attached to a bottom surface of the pump, the one or more suction cups being adapted to secure the pump to a generally smooth surface.
9. The water toy of claim 1, wherein the pump is an impeller-type pump.
10. The water toy of claim 1, wherein the operating voltage of the pump is less than about 6 volts.
11. The water toy of claim 1, wherein a bottom portion of the pump is weighted.
12. The water toy of claim 1, wherein the pump has a maximum flow rating in excess of about 175 gallons per hour.
13. A water toy comprising:
  - a battery-operated pump;
  - a themed faceplate assembly separate from the pump, the faceplate assembly including (1) a faceplate, (2) one or more fluid passages terminating in an outlet, wherein the portion of the faceplate assembly immediately surrounding the outlet is configured to resemble a character, (3) one or more connectors adapted to removably secure the faceplate assembly to a generally vertical surface; and
  - tubing fluidly connecting the faceplate assembly and the pump.
14. The water toy of claim 13, wherein the pump is at least partially submersible, and includes one or more suction cups adapted to removably secure the pump to a generally smooth surface.

15. The toy of claim 13, wherein the one or more connectors comprise suction cups.
16. The toy of claim 13, wherein the portion of the faceplate assembly immediately surrounding the outlet resembling a character is removably mounted to the faceplate.
17. A water toy comprising:
  - an at least partially submersible battery-operated pump, the pump including one or more suction cups adapted to removably secure the pump to a surface;
  - a faceplate assembly, the faceplate assembly including (1) a faceplate, (2) at least one spout out of which water streams when the toy is in operation; (3) at least one character removably mounted over the at least one spout, wherein water appears to stream from the character when the toy is in operation; and (4) one or more suction cups adapted to removably secure the faceplate assembly to a generally vertical surface; and
  - tubing fluidly coupling the faceplate assembly and the pump.
18. The water toy of claim 17, wherein an external housing of the pump has a fanciful shape.
19. The water toy of claim 17, wherein the at least one character is representative of humanoid or animal heads.
20. The water toy of claim 17, wherein the faceplate assembly further includes a conically-shaped mount corresponding to a conically-shaped depression in the at least one character, the conically-shaped depression being adapted to be securely received over the conically-shaped mount, and wherein the mounts are comprised of a generally rigid plastic material and the characters are comprised of an elastomeric material.